spa opportunities

22 - 30 APRIL 2020 ISSUE 343

A SPA BUSINESS PUBLICATION



Industry remembers Ruth Stricker

Tributes have been flowing in from people across the spa and wellness sector for industry icon, Ruth Stricker, who died on 14 April aged 85.

Michael Tompkins, Hutchinson Consulting partner, told *Spa Opportunities*: "Ruth was an industry luminary and trailblazer and was often referred to as the conscience of the spa industry.

"She played a crucial role in mentoring so many people and spreading the importance of conduct, intentions and character, together with the feeling of the obligation to do the right thing."

In 1985, Stricker founded The Marsh which is based on the philosophy that 'real fitness involves the mental, spiritual and emotional, as well as the physical aspects of an individual's life'.

Stricker had degrees in physical education and philosophy and believed in the positive benefits of combining wellness and fitness to improve quality of life.



She was a strong advocate of blending western medical practices with allopathic philosophies, having spent time travelling through China where she studied ancient cultural healing arts.

MORE: http://lei.sr/t5A2W_S

Ruth was the conscience of the spa industry

Michael Tompkins



Four Seasons bring Hawaii to people at home

Four Seasons launch at-home experiences



Yale University launches 'online happiness course'

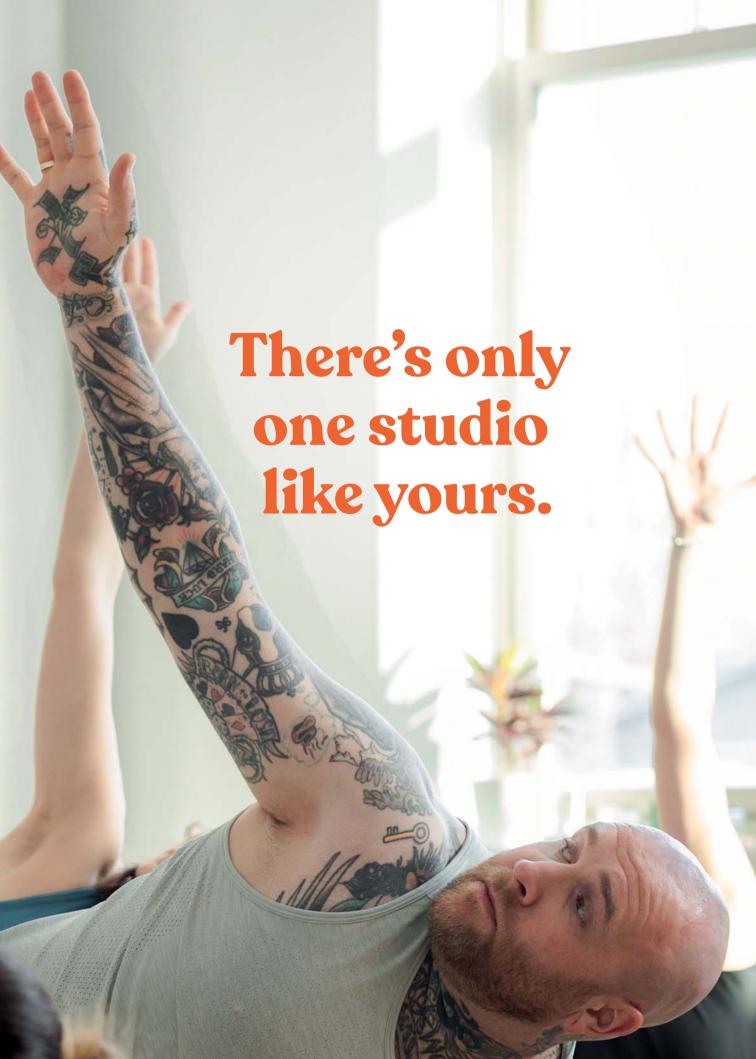
2 million people have enrolled in the online course





Spa opens suspended above an archaeological dig site

Balans Spa at Museum Hotel Antakya p12



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spa opps people

Kim Marshall and Darlene Fiske launch toolkit to provide tips for holding engaging online meetings

im Marshall and Darlene Fiske, co-founders of specialist wellness PR firm, S'well, have created a free online toolkit to help enhance virtual meetings using a 'best practices protocol' to facilitate more effective, healthier online meetings.

Called The Virtually
Well Meeting Recipe Book,
the toolkit draws on six
pillars: leadership and
planning, live scribing, music
performance, mindfulness
practices, movement and
technology that works.

"Unfortunately, remote meetings tend to compound all the problems of real-world meetings," said Marshall. "The biggest issue in a



■ Kim Marshall and Darlene Fiske created the free online toolkit

Business need meetings that enhance effectiveness with an all-mindfulnesshands-on-deck approach

virtual meeting is that participants become passive, disengaged, and multi-task,

letting the 'Big Dogs' have their run of the meeting," she said, "now more than ever businesses need meetings that enhance effectiveness with an all-mindful-hands-on deck approach."

The webinar involves advice on how to make meetings more productive. Tips help participants remain engaged with techniques such as intermittent mindfulness practices, using live scribing and movement exercises.

In addition, they suggest using colourful mind maps to help keep track of people's contributions and advise enriching virtual meetings with live music breaks – proven to improve brain performance and communication as well as strengthening the immune system.

MORE: http://lei.sr/6r8E2_S

Sammy Gharieni announces Gharieni's therapist-free treatment concept receives innovation award



■ Sammy Gharieni said the table was an ultra-effective tool

ammy Gharieni has announced Gharieni's therapist-free treatment concept has won the Wellness & Spa Innovation Award 2020 from the German Wellness Association.

The Gharieni MLX i3Dome treatment table combines Far Infrared (FIR) technology with Plasma-and Light-therapies to offer three treatment methods on one table.

Featuring an extendible infrared dome, the bed is designed to deliver a standalone therapy,

Combining these light-therapies creates a truly revolutionary treatment in the wellness category

meaning that after the guest is positioned on the table, inside the dome, no therapist is required.

"Combining FIR-, plasma- and light-therapies creates a truly revolutionary treatment in the wellness category," said Gharieni.

The table is designed to offer the benefits of the combined therapies, which include revitalised skin, improvement in problem skin and increased collagen production, as well as boosted metabolism and the relief of physical discomfort.

"The synergies in the concept greatly enhance and improve the already well-known benefits of each therapy to create an ultra-effective treatment protocol," he said.

MORE: http://lei.sr/u3f3b_S

spa opps people



■ Rainer Bolsinger has been appointed by Weyergans High Care

{

I'm excited to bring new technology to the spa industry – we have a lot of innovative products



Rainer Bolsinger to bring new spa technology to industry

ainer Bolsinger, recently appointed director of devices for hotel and spa business for Weyergans High Care, is promising to bring new technology into the spa industry as part of this new role.

Founded by medical sociologist, Rudolf Weyergans in 1983, the company is involved in the research, development and production of equipment and products, with applications in non-invasive cosmetics, medicine, fitness and sports. It trades in 43 countries.

"As a company our work is always evidence-based and

we have a lot of innovative products," said Bolsinger.

"I'm excited to introduce new technologies to the spa and wellness industry, such as intermittent vacuum therapy facials and suction pump massages – for lymphatic massages, breast or bottom enhancement."

Suction pump massages use a similar method to Chinese cupping but are conducted by a machine instead. Intermittent vacuum therapy is claimed to stimulate microcirculation and strengthen connective tissues such as collagen.

MORE: http://lei.sr/G8F3g_S

spa opportunities

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CORONAVIRUS

GWI launches PositivelyWell Q&A series

The Global Wellness Institute (GWI) has launched the first in a series of weekly Q&A interviews with wellness leaders and thinkers across the globe seeking to discover the impact of COVID-19 – now and in the future.

The series is part of GWI's PositivelyWell online resource and initiative to empower health and wellness in the age of coronavirus; the interviews will be conducted and curated by Beth McGroarty, the GWI's VP of research and forecasting.

In the first Wellness Q&A, world-renowned architect Bill Bensley explores how the travel industry will change post-virus and explains critical silver linings that will emerge from the COVID-19 crisis, not only for the tourism industry but also for human health and the planet.

"We're thrilled to kick off the Q&As with the always candid, Bill Bensley, who has made his mark by designing over 200 boundary-pushing hotels in 40 countries. He's completely redefined and rewilded luxury hospitality in Asia and is a true, greenwashhating sustainability pioneer," says McGroarty.

"The goal is to explore how these thought leaders see the pandemic impacting their worlds today and exploring their predictions for how this will alter the wellness markets of the future."

MORE: http://lei.sr/f7t9Z_S



■ Architect Bill Bensley is the first guest in the Q&A series



We'll explore how the pandemic may alter future wellness markets

Beth McGroarty

MENTAL HEALTH

Accor protects staff wellbeing during COVID-19 shutdown



We must recognise the virus' impact on mental health

Michael Issenberg

French hotel operator, Accor, which owns spa and wellness brands such as Raffles and Banyan Tree, has launched a range of programmes and apps to support the mental and physical wellbeing of its staff.

"In these unprecedented times, many of our colleagues are facing reduced hours or stand-downs and we know this causes enormous stress," said Michael Issenberg, chair and CEO Accor Asia Pacific.

"Everyone is talking about the medical impact of this virus, but the reality is that this period of isolation and great change is having a huge



■ Accor is focusing on supporting its staff's mental and physical health

impact on mental health and it's important we recognise that," he said.

Accor's global teams are offered a range of individual schemes to support mental health, fitness and build team spirit. Some employees are also receiving funding for medical support.

MORE: http://lei.sr/C3t6S_S

spa & wellness news

COLLABORATION

RKF starts supplying PPE

Linen provider RKF Luxury Linen is aiding the global shortage of PPE during the coronavirus pandemic.

The company is working with the French government to provide protective gowns and masks to supply hospitals, nursing homes and paramedics with protective equipment.

The company's largest factory – in Luxeuil – is only producing PPE equipment.

"Now more than ever we must come together as a community and formulate our plan to bring positive solutions for the 'new normal' for our industry," said RKF CEO Riadh Bouaziz.

"We've turned our existing production plans into manufacturing PPE, by way of 100,000 masks a week and 10,000 protective uniforms a week," he said.

MORE: http://lei.sr/X3X6T_S



■ Seaham Hall's spa team has created a library of spa self-rituals

DIGITAL WELLNESS

Seaham Hall launches rituals

Luxury hotel Seaham Hall, in County Durham, UK, is launching a series of free virtual wellbeing sessions after collaborating with its partners ishga, Technogym and Temple Spa.

The digital wellness content ranges from at-home spa rituals and hypnotherapy relaxation tutorials to cooking lessons and gardening tips.

The content will continue to be released on a rolling

basis with a combination of live and pre-recorded sessions provided for free, via Instagram, Facebook and YouTube, as well as some live Zoom tutorials.

In collaboration with ishga and Temple Spa, Seaham Hall's Serenity Spa team has developed a library of spa experiences such as face mask recipes and tips to recreate a spa bath.

MORE: http://lei.sr/b7s9s_S

MEET THE TEAM

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EVENTS

World Wellness Weekend will take place in September

This year's fourth World Wellness Weekend (WWW) is billed to shake up perceptions of wellness and strive to help incorporate wellness into more people's routines.

Now in its fourth year, the WWW aims to highlight the importance of wellness and help people adopt healthier lifestyles – as well as foster positive relationships with their bodies and minds – by offering the public opportunities to take part in activities over the two-day period.

According to the team behind WWW: "Too many people still perceive spas and salons as a luxurious activity for wealthy people and too many people think that wellness is boring due to injunctions such as: take the stairs, walk 10,000 steps, drink water and reduce alcohol.

Founded by Jean-Guy de Gabriac, owner of consultancy and training company Tip Touch International, the event is scheduled for 19 - 20 September 2020 and will be celebrated by 5,000 properties from over 120 countries.

"COVID-19 is a reminder that being well and healthy should be our number one priority," said de Gabriac.
"With half of humanity staying at home, the need to keep fit and flexible in our bodies and in our minds is essential."

MORE: http://lei.sr/z3G3S_S



■This will be the fourth World Wellness Weekend event



COVID-19 is a reminder that health should be our number one priority

Jean-Guy de Gabriac

VIRTUAL WELLNESS

Four Seasons brings Hawaii to people at home

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Every week our #HawaiibyFS family will do its part in spreading aloha to the world Four Seasons Resorts Hawaii are working with master craftspeople to create a series of at-home experiences designed to transport guests to the islands.

The five Hawaiian resorts across four islands invite guests to take a few minutes to reconnect with Hawaii.

These experiences have been designed to bring Hawaii into the homes of former guests, and inspire them to access some of the many benefits of travel even from thousands of miles away.

In a statement, the company announced that: "Every week our #HawaiibyFS ohana (family) will do its part



■ Four Seasons are offering bath treatment recipes

in spreading aloha to the world through virtual inspiration from our islands."

The offerings range from at-home bath treatment recipes to guidance on using journalling and meditation. Four Seasons is also producing at-home fitness content with celebrity trainer Harley Pasternak.

MORE: http://lei.sr/Q3z3m_S

spa & wellness news

MENTAL HEALTH

Yale launches online 'happiness' course

Yale University has launched an online happiness course to help people cope with self-isolation and focus on their mental health.

Named "The Science of Well-Being", the course was originally taught at Yale University in 2018 by psychology professor Laurie Santos and was already a popular class choice before the pandemic.

However, the arrival of coronavirus has seen a vast resurgence in interest in the course, causing the



People are looking for evidence-based ways to improve their mental health

Laurie Santos

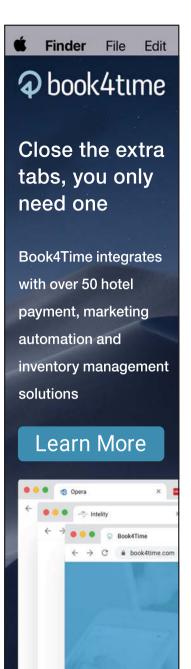
university to make enrolment open to the public for free.

Total enrolment now stand at over 2 million.

The course will have participants 'engage in a series of challenges designed to increase happiness and build more productive habits'.

"Although people are focused on staying physically healthy during the crisis, so too are people looking for evidence-based ways of improving their mental health," said Santos.

MORE: http://lei.sr/R5s2J_S



LOOKING AHEAD

Peninsula Hot Springs reveals new commitment scheme

Peninsula Hot Springs, in Victoria, Australia, which is currently closed due to the pandemic, has launched a scheme to let people purchase experience day vouchers in advance. These will then be valid once the destination reopens.

The scheme is a response to the global coronavirus pandemic and has been designed to 'continue the joy of giving' despite social-distancing and self-isolating.

Called commitment gifts, the vouchers are a new type of online gift voucher which require only AUS\$1 to book. When buying a commitment



■ The scheme is a response to the global pandemic



People are looking for evidence-based ways to improve their mental health

Charles Davidson

gift, people will be able to choose between four of the destination's most popular experiences and will pay the remainder of the voucher balance once the destination reopens and the gift certificate is activated.

After purchasing, guests will receive a personalised commitment gift via email which is valid for three years from Peninsula Hot Springs' reopening date.

MORE: http://lei.sr/C2v4K_S



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spa & wellness news

TECHNOLOGY

Biamother app gives access to health advice for expectant mothers

Mothers-to-be and new mothers are being offered free access to a personalised motherhood wellness app, called Biamother.

In the face of the coronavirus pandemic, the personalised wellbeing tech group, L3M Technologies, which is behind the app has removed fees to support mothers during and after pregnancy.

Formulated by pre- and post-natal health and fitness experts, in collaboration with mums from all walks of life,



Biamother was designed to help mothers tackle real-life issues

Rodrigo Jesus

Biamother offers personalised guidance, advice and realtime data-driven insights using information gathered from user interaction, as well as wearables and smartphone sensors.

"We're thrilled to launch
Biamother - especially when
many expectant mothers are
self-isolating and in need of
trusted support and advice,"
said Rodrigo Jesus, L3M
Technologies CEO, "Biamother
was designed to help mothers
tackle real-life issues."

MORE: http://lei.sr/d5W3v_S

CORONAVIRUS

Oakworks creates emergency field beds to aid US hospitals

The coronavirus pandemic has seen a huge influx of hospital admissions around the globe and there are wide-spread concerns over hospitals experiencing hospital bed shortages.

In response, equipment manufacturer Oakworks has developed emergency field beds to help meet the demands and anticipated shortage of US hospital beds and examination tables.

Founded by Jeff and Linda Riach, Oakworks creates spa, massage and medical equipment and has announced it is supplying two different specially-developed



Oakworks is manufacturing beds for US hospitals



We've refocused engineering capacity to get up to speed

Jeff Riach

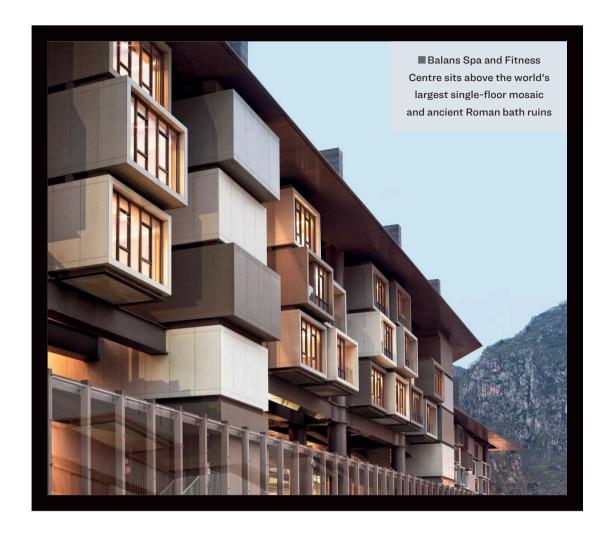
field bed models for hospitals or overflow centres.

"We've focused all of our engineering capacity to get production up to speed quickly", said Jeff Riach, CEO of Oakworks. "I'm very proud of our team developing the capacity to build 1,000 beds a week so quickly."

Oakworks has previously worked as a supplier for a range of brands including Four Seasons, Aman and Clarins.

MORE: http://lei.sr/D3X3j_S





Ancient wellness

A luxury spa which overlooks an archaeological excavation spanning 13 civilisations, has recently been unveiled in Turkey



■ Ergin Erden, The Museum Hotel Antakya sales and marketing manager

luxury Turkish spa which overlooks an archaeological excavation spanning 13 civilisations, has recently been unveiled at The Museum Hotel Antakya, Turkey.

The spa shares its home with the world's largest single-floor mosaic which covers 1,050sq m and dates back 2,300 years to the fourth century.

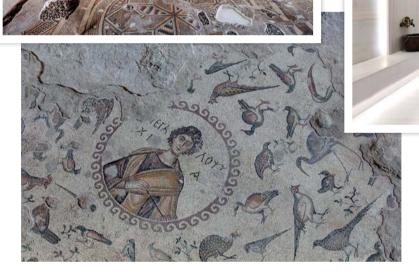
The destination was originally destined to be a luxury hotel and spa

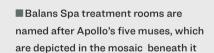
but once work began an archaeological treasure trove was discovered revealing five layers of history, including 30,000 artefacts as well as the single-floor mosaic made of 160 shades of natural plant-dyed stones.

The building has been raised to make room for an open-air museum, spa and hotel suspended above, where guests can step out their rooms and experience open-air views of the ancient mosaics.

Turkish spa consultancy Promet oversaw the delivery of Balans Spa and







Fitness Centre which covers 3,300sq m, and includes six treatment rooms named after Apollo's muses as well as a private couple's spa suite with two massage beds, a Turkish hammam, sofa, Jacuzzi and garden. A highlight of the spa is a bathhouse experience which includes both mixed and female hammams, this feature is inspired by the mural of Apollo and the Muses depicted in the mosaic and the visible Roman bath ruins.

Treatments include facials, massages, hammam experiences,



Our wellness facility draws on ancient Turkish heritage and spa therapies from around the world aromatherapy and reflexology, all inspired by ancient beauty rituals and supplied by botanical product house Cinq Mondes. Guests can also enjoy natural and local artisanal products as part of their hammam treatments.

Ergin Erden, The Museum Hotel
Antakya sales and marketing
manager told *Spa Opportunities*:
"Our wellness facility offers a deeply
restorative experience, drawing on
ancient Turkish heritage and spa
therapies from around the world."

A WORLD WHERE FITNESS HAS NO BOUNDARIES.
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LesMills



Spa Opps Insights





The project has a plurality of sensory experiences with references to the world of fashion

Albert Apostoli, Studio Apostoli founder

Studio Apostoli

In 2021, a Studio-Apostoli designed wellness facility and spa will open in a restored twentieth century building in Milan



■The wellness centre will provide separate male and female facilities

talian architecture studio Studio Apostoli is designing a luxury wellness centre in a restored twentieth-century Milanese palazzo, scheduled to open in 2021.

The three-layer 1,000sq m facility will form part of a boutique-hotel complex at the five-star Palazzo Bernasconi hotel, a project developed and owned by Italian hotel group Cipriani and shall be named 'Palazzo del Sarto'.

Architect Albert Apostoli has been commissioned by the client to develop the interior design and project manage the wellness area, which will be designed to emphasise the building's history through a detailed bespoke project.

Studio Apostoli will use cedarwood, French red marble, onyx and mosaic, gold finishes and cashmere fabrics to recall the ancient destination of Palazzo Bernasconi.





The aesthetic language we've created is enriched by refined materials and finishes including gold and green onyx



The wellness centre will be spread across three floors divided into male and female facilities and re-converge in a relaxation area designed to look like a cave, decorated with green onyx.

The experience will be designed to complete guests' wellness journeys with a period of relaxation and will feature a saline pool and saline nebulizer.

Both separate-sex facilities will offer an ice waterfall, a large two-level sauna – which will offer Aufguss rituals and salt sauna therapy – two multisensory showers and a steambath.

The female wellness area will also feature a large ladies-only hammam used for scrubs and traditional Turkish bathing rituals.

Palazzo del Sarto will include nine treatment rooms, three of which will be exclusively for hotel guests where people will be able to request ritual massages and experience a tank for mud and thalasso treatments.

The facility will also cater to fitness with a gym as well as cryotherapy room on the first level to aid recovery.

"We're proud to be part of this group project and to have been involved in the development of the wellness areas of this new facility," said Apostoli.

"We're already working in an integrated way with the support of our collaborators."

The studio told Spa Opportunities that: "The aesthetic language we've created comes from a balance between geometric volumes and essential lines, enriched by refined materials and finishes.

"The attitude is that of an haute couture wellness project with a plurality of sensory experiences with references to the world of fashion."



■The facility will provide guests with mud therapy, thalasso treatments and cryotherapy

Material Differences

As a symbol of luxury, innovation and quality in the world of spa and hospitality, much of RKF Luxury Linen's success comes from its

rowing up in Tunisia and holidaying with his family at hotels and resorts, Riadh Bouaziz – even from a young age – was captivated by how an atmosphere of luxury could impact a person's feelings and emotions. "It made me determined to work in the hospitality industry in some way, and spread these feelings of comfort and happiness to other people," he says.

Fast forward a few decades and that aspirational young boy is not only the founder and CEO of a French company serving the luxury hospitality and wellness markets – he's also regarded by his peers as an inspirational change-maker who has successfully elevated the design and manufacture of linen to a commercial art form.

With Bouaziz at the helm, RKF Luxury Linen was always destined to be so much more than 'just another product supplier' to luxury brands. It's



grown into a sought-after partner for the creation of hospitality and wellness linen concepts that are unrivalled in their originality and attention to detail.

"Our partners are proud to be associated with RKF, because they know how our B2B reputation will enhance their own brand, and bring the customer experience to a whole new level," says Bouaziz.



Every design must tell a story - an authentic, captivating and enchanting story

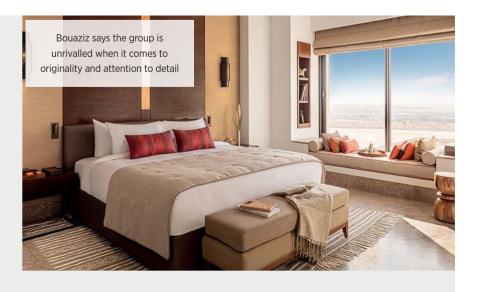
The client journey

In addition to this, the RKF-client relationship has always been key, as "that's where the magic happens", says Bouaziz. "We love to be involved from the very beginning of a project, ideally even before the designers have been appointed, as we see linens as integral to the development of the interiors and overall customer experience.

"Every design must tell a story – an authentic, captivating and enchanting story – and that's what we set out to do on each project, paying homage to the past while creating a vision for the future.

"Before we even discuss the choice of fabrics or colours, our design team undertakes an in-depth period of research around elements such as the history of the building, its unique architectural forms, the landscape that surrounds it, etc," says Bouaziz.

For one high profile hotel project in London, Bouaziz was inspired by the undulating shape of the balconies, and for





historical context, researched the fabric manufacturing processes and trends of the 60s – when the building was first erected. "Our site in Luxeuil les Bains is the oldest textile factory in Europe, dating back to 1834. This enables us to access archives to research the fabric processes of the time – to come up with something that's authentic, yet with a modern twist."

On another luxury project – this time a wellness retreat in a desert landscape – the RKF team researched the indigenous plants of the region and discovered a desert herb that only needs a few droplets of water each year to survive in an intensely arid environment.

So the team based their whole linen concept around this plant that, as a symbol of thriving life and resilience, fitted perfectly into the ethos of the wellness resort.





RKF is a leader in the luxury linen market, with unique, high quality materials that are appreciated by our clients, and fulfil our aim to offer them the very best. Lancôme and RKF have been partners for almost 20 years, and our projects have always been based on collaboration, flexibility, trust and a desire to innovate.

Karolina Abdelbary, Lancôme

Made in France

Celebrating its 20th anniversary in 2020, RKF has worked with more than 25,000 clients, from prestigious French palace hotels to five-star global hotel chains and many private projects for sheiks, princesses and celebrities.

In all that time, RKF has stayed committed to its 'Made In France' roots, investing heavily in research, development and manufacturing, so its clients can be confident in both the provenance and quality of its materials.

Three of its award-winning fabrics – DreamSoft®, Timeless® and MicroFeel® – are patented. And Bouaziz, who originally studied engineering in the northern France region where his empire now flourishes, says three new patents are pending this year.

The past two decades have seen explosive change and growth for RKF, and

there are no signs of this slowing down. One recently signed contract is with the prestigious Raffles Group, which is in the process of redesigning all its global properties. RKF has joined the project at the ground level – so that linens for the restaurant, bedrooms and spa will be integral to the new Raffles look worldwide.

And this, of course, is just where Bouaziz wants to be. He says: "For so long, linens have been an after-thought in the hospitality and wellness design process. But RKF has changed the landscape of commercial linen, making it an essential starting point – something that delivers beautiful, sustainable concepts for our clients, and an unforgettable experience of luxury for their customers."

Contact RKF

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w: www.rem.co.uk

SUPPLIER NEWS

Suppliers tell Spa Opportunities about their latest product, design and technology launches





■ The UFO 2 delivers heat to the skin five times faster than the first-generation model



Zoe Graham, Foreo

Zoe Graham introduces Foreo's upgraded UFO LED light and thermotherapy device

wedish skin-tech company Foreo has upgraded its UFO LED light and thermotherapy device, which therapists can use before a facial to lock in extra hydration or which spas can retail, in an effort to give customers a refined and radiant complexion.

The UFO 2, launching in spas imminently, delivers thermotherapy (heat) to the skin five times faster than the first-generation model and is combined with cryotherapy as well as 10,000 T-sonic pulsations a minute to prepare the

skin for higher levels of dermal absorption.

Next, a Korean-formulated Power Activated Mask is secured onto the device and – for the first time – full-spectrum LED light – can be used to stimulate different ingredients in the mask for a personalised service.

The UFO 2 can use up to eight different rays of LED light.

Red LED light can be used for anti-ageing, to activate cell regeneration, for example, while the selection of blue light destroys bacteria and can help with blemishes and green light can treat hyper-pigmentation.

"The UFO 2 provides a unique addition to treatment menus with minimal impact on facial time [an application takes two minutes] and cost," said Foreo business development manager Zoe Graham.

"This product is capable of stimulating the skin's dermal layers significantly better than just hands alone," added Graham.

SPA-KIT FOREO

http://lei.sr/w9g2w

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SUPPLIER NEWS

Verdure Wellness Walls enhances moss panels with essential oils



■ Al Benner, Verdure Wellness Walls

Werdure Wellness Walls, which makes live moss interior panels, has introduced essential oils to its water basin, fountain and misters to add to its therapeutic benefits. Something which president Al Benner believes could "potentially help reduce the threat from airborne viruses".

The vibrant green colours and textures of the 96x48 inch wall already make an attractive addition to spas, while the automated misters



■ The moss walls are designed to contribute to easier breathing

and live moss are designed to contribute to easier breathing, clearer thinking and improved mood. Most recently, it's added naturally derived essential oils that circulate through the system and airspace. The fresh, earthy aromas recreate a 'forest bathing' effect and contain phytoncides which studies show "boost immunity".

Next, Benner plans to use a blend of cinnamon, eucalyptus, rosemary and carrot seed oils, a combination which has been shown to have a 99 per cent in vitro kill rate on the H1N1 virus according to research by French laboratory PiLeJe.

SPA-KIT VERDURE

http://lei.sr/D8X5B

Barbara Gavazzoli explains how volcanic waters help Comfort Zone combat cellulite

talian skincare brand
Comfort Zone has
completely revamped its
Body Strategist cellulite and
tone range with a focus on
performance and sustainability.

A stand-out product is the Bagni Di Montalcino Thermal Mud which has been reformulated using calcium and magnesium-rich volcanic waters from Tuscany's Castello di Velona. Comfort Zone has combined this mud with a blend of mandarin, orange and peppermint essential oils along with brown algae in order to create a



■ The Body Strategist range is designed to tone and target cellulite

'massageable', draining and reshaping mineral mud.

"Usually mud is applied and dries fast, but because our mud has an oily, gel texture, it can be massaged onto skin and remains softer for longer," says director of communications and education Barbara Gavazzoli.
"This means it embodies Italy's

traditional fango [mud] therapy but in a more pleasant way.

"The product is easy to apply and remove, and it can also be used at home too," added Gavazzoli.

Other products in the Body Strategist range include a firming cream, an oil, a scrub, a thermogenic cream and a cryo-leg gel.

In other news, Comfort Zone recently created and



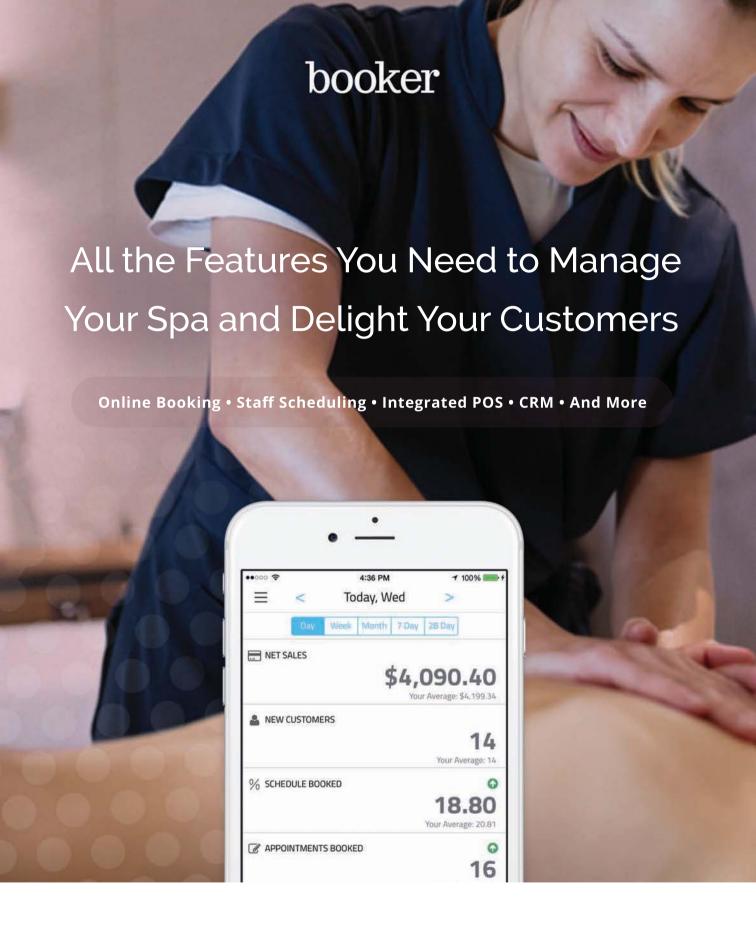
Barbara Gavazzoli,Comfort Zone

distributed its own hand sanitising gel in the midst of the coronavirus pandemic.

Called Good Hope Gel, the hand sanitiser has been donated to over 100,000 bottles to partners, customers and a selection of charities.

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